



Connecting Kids to Coverage National Campaign

RADIO PUBLIC SERVICE ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – “MISSED CARE”

Reach out to local radio stations to spread the word about Medicaid and the Children’s Health Insurance Program! The following scripts are designed to be read by local radio personalities when free airtime is available. Substitute your organization’s contact information/program name or use the general scripts. Be sure to provide the different lengths as stations may have varying needs.

For tips on pitching PSAs to radio stations check out the Campaign’s [10 Tips for Putting Public Service Announcements to Work](#).

10 Seconds

Missed any well-child visits? Now’s the time to catch up on care with free or low-cost coverage from Medicaid and the Children’s Health Insurance Program. Learn more at [InsureKidsNow.gov](#).

15 Seconds

Make the call! Schedule any vaccinations or medical appointments your child may have missed. Routine and emergency care, dental, eye exams, vaccines, and more are all covered by Medicaid and the Children’s Health Insurance Program. Visit [InsureKidsNow.gov](#).

30 Seconds

Are your kids up to date on all of their vaccines and medical appointments? If not, now is the time to catch up. With free or low-cost health coverage from Medicaid and the Children’s Health Insurance Program, routine and emergency care, dental, eye exams, vaccines, mental and behavioral health, and more are all covered. Enrollment is always open. Visit [InsureKidsNow.gov](#) or call 1-877-KIDS-NOW.